

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: NHN CORPORATION

Application No./Patent No.: \_\_\_\_\_ Filed/Issue Date: \_\_\_\_\_

Entitled: **ON-LINE ADVERTISING SYSTEM AND METHOD**

**NHN CORPORATION**, a corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

May 29, 2006  
Date  
82-31-784-1888  
Telephone number  
CEO  
Title

Hwi-young CHAE  
Typed or printed name  
[Signature]  
Signature

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

STLD01-1224976-1

COPY

ASSIGNMENT

WHEREAS, Sang Yong BAE, a resident of Seoul, Republic of Korea; Jung Soo HA, a resident of Seoul, Republic of Korea; Woo Sung LEE, a resident of Seoul, Republic of Korea (hereinafter referred to as "Assignors"), are the inventors of a certain new and useful invention relating to a ON-LINE ADVERTISING SYSTEM AND METHOD for which Assignors are about to make application for Letters Patent in the United States; and

WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

WHEREAS, NHN CORPORATION, a corporation duly organized under the laws of - Republic of Korea (hereinafter referred to as "Assignee"), having its principal office and place of business at Bundang Venture Town, 25-1, Jeongja-dong, Bundang-gu, Seongnam-si, Kyunggi-do 463-844, Republic of Korea, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention and in and to any and all Letters Patent, both United States and foreign, that may be granted therefor, together with any and all continuations, divisions, or reissues, and Assignors do hereby authorize and request the United States Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and all Letters Patent that may be granted, either on said application or otherwise for said invention.

This Assignment is effective as of May 29, 2006.

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: May 29, 2006  
Sangyoung

Sangyoung  
Sang Yong BAE

STATE OF )  
 ) ss.  
COUNTY OF )

On this \_\_\_ day of \_\_\_\_\_, 2006, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared (inventor) to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

\_\_\_\_\_  
Notary Public

My Commission Expires:

Dated: 5.29.2006

Jung Soo  
Jung Soo HA

STATE OF )  
 ) ss.  
COUNTY OF )

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

Notary Public

STLD01-1224977-1

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: May. 30. 2006

Woo Sung Lee  
Woo Sung LEE

STATE OF                    )  
                                  ) ss.  
COUNTY OF                )

On this \_\_\_\_ day of \_\_\_\_\_, 2006, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared (inventor) to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

\_\_\_\_\_  
Notary Public

My Commission Expires: